



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
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Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/RUS Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (135597)
National/Political
/06288005

Invoice 623096
Inv Date 8/26/2012
Terms Net 30
Contract 327840
Bili Type Standard
Period 7/30/2012 - 8/26/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY 8/21
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 8/27/2012 4:55:00PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		NEWS 530A-6A/1						
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/21/12 5:43AM (Tu)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/22/12 5:43AM (We)	00:30	Channel 11 News 530am	BCTV1202H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/23/12 5:53AM (Th)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
	Spot	5:29:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	08/24/12 5:43AM (Fr)	00:30	Channel 11 News 530am	BCTV1204H	\$325.00	
3.0	Contract Line Remarks:		TODAY 7-9A/3						
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/21/12 8:35AM (Tu)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/21/12 9:00AM (Tu)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/22/12 7:20AM (We)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/22/12 8:42AM (We)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/23/12 8:36AM (Th)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/23/12 8:57AM (Th)	00:30	Today Show	BCTV1202H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/24/12 8:27AM (Fr)	00:30	Today Show	BCTV1204H	\$525.00	
	Spot	7:00:04AM-Today Si	Day, Tu-2, W-2, Th-2, F-2	08/24/12 8:43AM (Fr)	00:30	Today Show	BCTV1202H	\$525.00	
5.0	Contract Line Remarks:		JUDY 430-5P/5						
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/21/12 4:56PM (Tu)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/22/12 4:53PM (We)	00:30	JUDGE JUDY 430P	BCTV1202H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/23/12 4:40PM (Th)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
	Spot	4:29:19PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	08/24/12 4:39PM (Fr)	00:30	JUDGE JUDY 430P	BCTV1204H	\$375.00	
7.0	Contract Line Remarks:		NEWS 530-6P/7						
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/22/12 5:43PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/23/12 5:43PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
	Spot	5:30:00PM- 6:00:00	Day, W-1, Th-1, F-1	08/24/12 5:39PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1204H	\$600.00	
8.0	Contract Line Remarks:		JEOP 7-730P/8						
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/21/12 7:07PM (Tu)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/22/12 7:23PM (We)	00:30	Jeopardy	BCTV1204H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/23/12 7:26PM (Th)	00:30	Jeopardy	BCTV1202H	\$1100.00	
	Spot	6:59:29PM-Jeopardy	Day, Tu-1, W-1, Th-1, F-1	08/24/12 7:13PM (Fr)	00:30	Jeopardy	BCTV1202H	\$1100.00	
10.0	Contract Line Remarks:		LATE NEWS/10						
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/22/12 11:29PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1202H	\$1250.00	
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/24/12 11:34PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
	Spot	By Sell Pattern-[T]CH	Per week (3), Tu, We, Th, Fr, Sa	08/25/12 11:20PM (Sa)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1204H	\$1250.00	
12.0	Contract Line Remarks:		SUN NEWS 7-10A/12						
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/26/12 7:10AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1202H	\$300.00	
	Spot	7:00:00AM-10:00:00	Day, Su-2	08/26/12 7:54AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	BCTV1204H	\$300.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$17,550.00	Total Spots	28
Commission	(\$2,632.50)		
Net Total	\$14,917.50		